



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Media Strategies & Research-Fairfax
Ste 670
Fairfax, VA 22030

Salesperson
Sales Office
Buyer Name
Phone/Fax

CPE
Account Types

Billing Type
Comments

Contract # 1367079

10/29/12-11/05/12

Date Entered 09/04/12
Last Modified 09/04/12

Entered By Matthew Bowman

Greensboro (WXLV)

By Broadcast Month Nov. 2012

Spots 8
Rate \$6,700.00

Grand Total: 8 \$6,700.00

Schedule Dates
Advertiser
Agency
Product
Brand

Cowell for North Carolina Treasurer (30942)
Media Strategies & Research-Fairfax (2221)
POLITICAL CANDIDATE (fns) (1136)
Cowell for NC Treasurer (197027)
HOUSE-GREENSBORO, WXLV/WMYV (1030)

CO-OP
Headline #
Demo
Order Type
Normal

WXLV/WMYV
Vail/Chris
/
N/A

Local/Political Candidate Agency
BRD

Sales Tax
Sales Tax

Comments	Entered
9/4/12	
\$80.00 Greensboro (WXLV)	
\$90.00 Greensboro (WXLV)	
\$1,600.00 Greensboro (WXLV)	
\$2,690.00 Greensboro (WXLV)	
\$2,000.00 Greensboro (WXLV)	
\$240.00 Greensboro (WXLV)	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: *Mandy Brun* Date: *09/04/12*
Accepted-Station: *WXLV-TV* Date: *09/04/12*
Comments: *Media Strategies & Research-Fairfax*



**Station Order Revised Add to Schedule
Cowell for Treasurer**

Market: Greensboro-Winston Salem

Estimate ID

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

11780

Contact: Matt Bowman

Phone: 336-722-4545

Email: mkbowman@sbgnet.com

Fax: 336-722-2650

Direct: 336-499-1800

WXLV-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
The View	DT	M-F	\$80.00	RS				1						1
11:00 AM 12:00 PM		30	\$80.00		1									
Sold Out: Lowest Rate to Clear per WXLV.														
WXLV 6p News	EN	M-F	\$90.00										1	
6:00 PM 6:30 PM		30	\$90.00	2										
90% Chance of PE at LUR per WXLV. Move to P3.														
Dancing With Star	PT	M	\$1,600.00		1									1
8:00 PM 10:00 PM		30	\$1,600.00	2										
90% Chance of PE at LUR per WXLV. Move to P3.														
Modern Fam/ Neighb	PT	W	\$2,690.00	2				1						1
9:00 PM 10:00 PM		30	\$2,690.00											
90% Chance of PE at LUR per WXLV. Move to P3.														
ABC Special	PT	Th	\$2,000.00	2				1						1
8:00 PM 11:00 PM		30	\$2,000.00											
11/1: 46th Annual CMA Awards														
WXLV 11p News	LN	M-F	\$80.00	2	1			1	1					3
11:00 PM 11:35 PM		30	\$240.00											
90% Chance of PE at LUR per WXLV. Move to P3.														
Station Gross Totals			\$6,700.00		2	1	2	2				1		8

Chris Vail

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

Date/Time Sent: 8/31/2012 3:21:44 PM

WXLV-TV

Page 1 of 1

ChrisV@mediastategies.com



**Station Order Add to Schedule
Cowell for Treasurer**

Market: Greensboro-Winston Salem

Estimate ID

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

11780

Contact: Matt Bowman

Phone: 336-722-4545

Email: mkbowman@sbgnet.com

Fax: 336-722-2650

Direct: 336-499-1800

WXLV-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
The View	DT	M-F	\$40.00		1			80						1
11:00 AM 12:00 PM		30	\$40.00											
90% Chance of PE at LUR per WXLV. Move to P3.														
WXLV 6p News	EN	M-F	\$90.00	/								1		1
6:00 PM 6:30 PM		30	\$90.00											
90% Chance of PE at LUR per WXLV. Move to P3.														
Dancing With Star	PT	M	\$1,600.00	/	1									1
8:00 PM 10:00 PM		30	\$1,600.00											
90% Chance of PE at LUR per WXLV. Move to P3.														
Modern Fam/ Neighb	PT	W	\$2,690.00			1	/							1
9:00 PM 10:00 PM		30	\$2,690.00											
90% Chance of PE at LUR per WXLV. Move to P3.														
ABC Special	PT	Th	\$1,570.00					1	2000					1
10:00 PM 11:00 PM		30	\$1,570.00											
11/1: 46th Annual CMA Awards														
WXLV 11p News	LN	M-F	\$80.00		1			1	1	/				3
11:00 PM 11:35 PM		30	\$240.00											
90% Chance of PE at LUR per WXLV. Move to P3.														
Station Gross Totals			\$6,230.00		2	1	2	2				1		8

Chris Vail

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

Date/Time Sent: 8/31/2012 12:09:42 PM

WXLV-TV

Page 1 of 1

ChrisV@mediastategies.com

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

 FEDERAL CANDIDATE **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WMYV-TV Greensboro-Winston Salem	Date: 9/5/2012
--	---------------------------------

I, Media Strategies and Research,
 being on behalf of Janet Cowell, a legally
 qualified candidate of the Democratic political
 party for the office of Treasurer
 in the General
 election to be held on: Tuesday, November 06, 2012
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 29, 2012			Tuesday, November 06, 2012		

Total Charges: \$80.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

--

I represent that the payment for the above described broadcast time has been furnished by:
Cowell for Treasurer

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:
Richard Cook

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Wednesday, September 05, 2012

Date

Alicia A. Valentine

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Matthew Bowman
Signature

Matthew Bowman
Printed Name

GSM
Title